

MARTIN CHOUR

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citizenships: French - Lebanese



Educational Background

Senior Lecturer Qualification (Maître de Conférences) - Paris (2018)

PhD in Marketing - Lille University - Lille (2017)

Title: “Building a Family through Consumption: Single-Fathers facing Shopping”

Defense date: November 28th 2017

Research Masters in Retailing and Marketing - Lille University - Lille (2013)

Masters in International Marketing - SKEMA Business School - Lille (2011)

Bachelor in Business Administration - Saint Joseph University USJ - Beirut (2009)

Business English Diploma - Georgetown University - Washington, D.C. (2008)

Managerial Experience

EDHEC Business School - Lille - Deputy Director of Marketing Faculty (Since 2021)

Managing 30 External Lecturers

Managing Teaching and Research Assistants

Coordination of Marketing courses - MSc, Master and BBA Programs

Recruitment of External Lecturers - Recruitment of Teaching and Research assistants

Contribution to permanent professors recruitment

Contribution to programs development in coordination with the Deanery and Programs Direction

Representing Marketing Faculty in Teaching Committees and school councils

Coordination with the Career Center

Teaching Experience

EDHEC Business School - Lille - Assistant Professor in Marketing

Sales Management - MSc in Marketing Management - Course Coordinator (since 2019)

Sales process - Channel Management - Sales strategies - Customer relationship management - Service Relation

Projects in partnership with **SEB Group**

Marketing Management - Master 1 (2018-2020)

Marketing plan - Marketing strategy - STP strategy - Marketing mix - SWOT/TOWS Analysis

Projects in partnership with **Procter & Gamble**

Negotiation & Sales - BBA1- Course Coordinator (since 2018)

Sales techniques - Negotiation between the seller and the buyer - Clients' satisfaction and loyalty

Marketing for a Sustainable World - BBA1 - Course Coordinator (since 2022)

Marketing plan - Marketing strategy - STP strategy - Marketing mix - Sustainable marketing

Marketing Management - BBA2 - Course Coordinator (2018-2022)

Marketing plan - Marketing strategy - STP strategy - Marketing mix

Market Studies - Pre-masters - Course Coordinator (2016-2019)

Qualitative and quantitative Methodologies - Analysis of statistical data SPSS

Projects in partnership with **TNS Sofres**

Marketing, Culture & Society - Pre-masters - Course Coordinator (2015-2018)

Consumption Cultures - Brand Communities - Sharing Economy - Resistance to Consumption

Harvard Business School's Case Studies

Projects in partnership with **Lactalis Group**

Consumers & Markets - BBA1 (2018-2022)

Market definition - PORTER - PESTEL - SWOT - Consumer behavior - Advertising strategies

Masters Thesis Supervisor - Master 2 (since 2015)

SKEMA Business School - Lille

Marketing and Innovation - Master 1 (2014-2017)

Marketing Mix - Servicization - Innovation

Comprendre le Consommateur - Licence 3 (2015-2017)

Product Innovation - Market Analysis - Consumer Behavior

Epreuve au choix de Marketing - Licence 2 (2016-2017)

Preparation of students for the « Passerelle ESC » contest - Setting up a marketing strategy

ITEEM - Ecole Centrale de Lille - Lille

Marketing and management consulting for engineering students projects (2016-2017)

Partnership with **Décathlon**.

IMMD - Lille University - Roubaix

Marketing Fondamental - Licence 2 (2013-2016)

The fundamentals of marketing - Operational and strategic marketing

Satisfaction et Fidélisation Clients - Master 1 - Apprentissage (2013-2016)

Customers satisfaction - Customers Loyalty - Relationship marketing - Experiential marketing

Masters Thesis Supervisor - Master 2 (2013-2016)

Academic Publications

Godefroit-Winkel, Delphine; Schill, Marie; Longo, Cristina; and Chour, Martin (2020) "Building City Identities: A Consumer Perspective," *Markets, Globalization & Development Review*: Vol. 5: No. 2, Article 4.

Available at: <https://digitalcommons.uri.edu/mgdr/vol5/iss2/4>

Conferences & Seminars

- Chour, M. (2020), «New Fathers» Reshaping the Marketplace: A Focus on Single-Fathers Families, 45th annual Macromarketing conference, Bogota, 7-10 July.
- Chour, M. (2019), Single-Fathers Families: An Emerging Market Segment in an Era of Blurred Boundaries, CBSIG - American Marketing Association, Bern, 5-7 July.
- Fosse-Gomez M-H & Chour, M. (2019), Being a Mum OR a Dad? Single-father coping with the feminine sphere, Consumer Culture Theory Conference, Montréal, 17-19 Juillet
- Fosse-Gomez, M-H., Chour, M. (2019), A la conquête d'un nouveau territoire ? Les pères isolés à l'assaut de la sphère domestique, 35^{ème} Congrès International de l'Association Française du Marketing, Le Havre, 15-17 May.
- Chour, M., Fosse-Gomez, M-H. (2019), Single-Fathers Families: How to better Target them?, International Marketing Trends Conference, Venice, 17-19 January.
- Chour, M. (2018), Rethinking Gender Roles within Families: Single Fathers and the Domestic Sphere, 20th Conference on Gender Studies and Culture of Gender, Prague, 24-25 May. **“Best Presentation Award”**
- Chour, M., Fosse-Gomez, M-H. (2018), Les Familles Monoparentales dirigées par des Pères Isolés : Comment le Shopping leur permet-il de devenir des « Nouveaux Pères » ?, 4^{ème} Journée de Recherche en Marketing du Grand-Est, Mons, 23 March.
- Chour, M., Fosse-Gomez, M-H. (2017), Can Fathers Mother? Single Fathers and the Transforming Meanings of Fatherhood, European Sociological Association Conference, Athens, 28 August-6 September.
- Chour, M., Fosse-Gomez M-H. (2016), Construction of Fatherhood within the Domestic Sphere: A Focus on Single Fathers, World Marketing Congress, Academy of Marketing Science, Paris, 19-23 July.
- Chour, M. (2015), Construire une Famille par la Consommation : Les Pères Isolés face aux Courses, Colloque Doctoral de l'AFM, Marrakech, 19-20 May.
- Chour, M. (2015), Building a Family through Consumption: Single Fathers' Shopping Challenges, Multidisciplinary PhD Workshop, Skema Business School, Lille, 30 June.
- Chour, M. (2015), Les Pères Isolés face au Marché : Immersion et Abnégation, ISMD International Network Conference Lille, 21 October.
- Chour, M. et Fosse-Gomez, M-H. (2014), Les Pères Isolés face aux Courses : «I will Survive!», Journées Normandes Recherche sur la Consommation, Rouen, 27-28 November.

Work in Progress

« **Happy Mothers' day Dad!** »: **Single-Fathers Families challenging Gender Stereotypes**

Target Journal: Journal of Macromarketing - Special issue: Macromarketing and Gender

Quel Rôle pour les Distributeurs dans l'Acculturation des “Nouveaux Pères” à la Sphère Domestique ?

Target Journal: Décision Marketing

Other Publications

Forbes India: Single Fathers Families: a Market Segment still Ignored by Brands, October 2018

EDHEC Vox: Pères Isolés: Un Segment du Marché encore Ignoré des Marques, Septembre 2018

Research & Knowledge Creation Interests

Gender Marketing
Family Consumption
Consumers Identity Construction

Professional Experience

EDHEC Business School - Deputy Director of Marketing Faculty - Lille (since 2021)
EDHEC Business School - Assistant Professor - Marketing Faculty - Lille (since 2019)
EDHEC Business School - Teaching Assistant - Marketing Faculty - Lille (2017-2019)
Lille University - Teaching and Research Assistant (ATER) - Marketing Department - Lille (2014-2016)
Chronodrive - Sales and CRM - Lille (2012-2014)
Edenred (Ex-Accor Services) - Headquarter - Paris (2011)
Assistant Payment Expertise and Training (BtoB) - Development and Strategy Department

Memberships

Member of the Academy of Marketing Science - Ruston (2016-2017)
Member of the AFM (Association Française du Marketing) - Paris (since 2014)
Organization of the AFM conference 2015 in Marrakech
Member of the MERCUR research team - SKEMA Business School and Lille University - Lille (2013-2017)
Organization of research seminars and conferences (CCTC 2016) - Data collection for research studies

Software & Methodologies

Qualitative: Nvivo - Methods: Interviews, Focus groups, Projective Techniques, Nethnography, Observation
Quantitative: SPSS, Sphinx - Methods: Survey, Panel

Languages

English, French and Lebanese: Fluent
Hebrew and Spanish: Intermediate
Turkish: Basic